



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)  
1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

**Contract # 832325**

**Schedule Dates** 09/04/12-09/10/12  
**Advertiser** Paul Hirschbiel for Congress (39143)  
**Agency/T-Code** Greer, Margolis, Mitchel (GMMB) (1700)/10539891  
**Product** Political - US House (1175)  
**Brand** DEMOCRAT (169542)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** GILROY, MAURA  
**Phone/Fax** (757) 362-3300 /  
**CPE** 106/113/1215  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Standard  
**Comments** HIRSCHBIEL 9/4  
PAUL HIRSCHBIEL FOR CONGRESS

**Date Entered** 05/31/12  
**Last Modified** 09/04/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06161128  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,420.25  
**Net Total** \$13,714.75  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**

By Broadcast Month	Spots	Rate
Sep. 2012	43	\$16,135.00
<b>Grand Total:</b>	<b>43</b>	<b>\$16,135.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	09/04/12-09/07/12	9	:30	11:35P- 12:02A (ET)	2		X	X	X	X			2	\$115.00	\$230.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	8/29/12
2.1	Normal Line / SPOT	09/04/12-09/07/12	4	:30	10:58A- 12P (ET)	1		X	X	X	X			1	\$560.00	\$560.00	Norfolk (WVEC) (WVEC)	THE VIEW	8/29/12
3.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	12P- 12:57P (ET)	1		X	X	X	X			1	\$110.00	\$110.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	8/29/12
4.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	3:58P- 4:58P (ET)	1		X	X	X	X			1	\$120.00	\$120.00	Norfolk (WVEC) (WVEC)	DR. OZ	8/29/12
5.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	4:58P- 5:29P (ET)	2		X	X	X	X			2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	8/29/12
6.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	5A- 5:58A (ET)	2		X	X	X	X			2	\$130.00	\$260.00	Norfolk (WVEC) (WVEC)	5AM NEWS	8/29/12
7.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	5:29P- 5:58P (ET)	2		X	X	X	X			2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	NEWS	8/29/12
8.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	6P- 6:30P (ET)	2		X	X	X	X			2	\$400.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/29/12
9.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	5:58A- 7A (ET)	3		X	X	X	X			3	\$300.00	\$900.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	8/29/12
10.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	6:58P- 7:28P (ET)	2		X	X	X	X			2	\$600.00	\$1,200.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	8/29/12
11.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	7A- 9A (ET)	3		X	X	X	X			3	\$300.00	\$900.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/29/12
12.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	7:28P- 7:57P (ET)	2		X	X	X	X			2	\$600.00	\$1,200.00	Norfolk (WVEC) (WVEC)	JEOPARDY	8/29/12
13.1	Normal Line / SPOT	09/04/12-09/07/12	6	:30	9A- 10A (ET)	1		X	X	X	X			1	\$100.00	\$100.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	8/29/12
14.1	Normal Line / SPOT	09/07/12-09/07/12	6	:30	10P- 11P (ET)							1		1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	20/20	8/29/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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**Account Types** National/Political Candidate - Agency  
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**Comments** HIRSCHBIEL 9/4  
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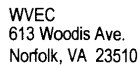
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15.1	Normal Line / SPOT	09/09/12-09/09/12	6	:30	9:58A- 11A (ET)								1	1	\$100.00	\$100.00	Norfolk (WVEC) (WVEC)	THIS WEEK	8/29/12
16.1	Normal Line / SPOT	09/04/12-09/09/12	6	:30	11P- 11:35P (ET)	3		X	X	X	X	X	X	3	\$250.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/30/12
17.1	Normal Line / SPOT	09/10/12-09/10/12	6	:30	4:58P- 5:29P (ET)		1							1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/29/12
18.1	Normal Line / SPOT	09/10/12-09/10/12	6	:30	5A- 5:58A (ET)		1							1	\$130.00	\$130.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/29/12
19.1	Normal Line / SPOT	09/10/12-09/10/12	6	:30	5:29P- 5:58P (ET)		1							1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/29/12
20.1	Normal Line / SPOT	09/10/12-09/10/12	6	:30	6P- 6:30P (ET)		1							1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/29/12
21.2	Normal Line / SPOT	09/10/12-09/10/12	6	:30	5:58A- 7A (ET)		1							1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/29/12
22.2	Normal Line / SPOT	09/10/12-09/10/12	6	:30	7A- 9A (ET)		1							1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/29/12
23.0	Normal Line / SPOT	09/09/12-09/09/12	6	:30	7:58A- 9A (ET)								1	1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	MG for overcharge on 11pm news.	8/30/12
24.0	Normal Line / SPOT	09/05/12-09/05/12	6	:30	9P- 10P (ET)				1					1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	Modern	9/4/12
25.0	Normal Line / SPOT	09/05/12-09/05/12	6	:30	10P- 11P (ET)				1					1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DEM Convention	9/4/12
26.0	Normal Line / SPOT	09/06/12-09/06/12	6	:30	10P- 11P (ET)					1				1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DEM Convention	9/4/12
27.0	Normal Line / SPOT	09/05/12-09/07/12	6	:30	6:58P- 7:57P (ET)	2			X	X	X			2	\$600.00	\$1,200.00	Norfolk (WVEC) (WVEC)		9/4/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Norfolk (WVEC) (WVEC)		
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Grand Total:	43	\$16,135.00

## CONFIRMATION CONTRACT

B/E Bookend P/B Piggy Back

Printed At: 11:50 AM on Wednesday, September 5 2012

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**
**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <span style="font-size: 1.2em;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em;">9/4</span>
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I, Maura Gilroy,  
 being/on behalf of: Paul Hirschbuhl, a legally  
 qualified candidate of the Democratic political  
 party for the office of: House of Representatives  
 in the General  
 election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**13,714.<sup>75</sup>

# 832325

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Herschel for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jody Wagner PO Box 8728 Virginia Beach VA 23450

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

5/21/12      M. D. King  
Date      Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Penne Marsh      Penne Marsh      NSC  
Signature      Printed Name      Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Paul Haschbiel  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M. G. Gray  
signature of candidate or authorized committee

Maura Gray 5/21/12  
printed name date